



Sponsorship Kit



Hear the Joy!

About Us



The Oratorio Society of Virginia enriches, inspires, and educates the community through regular performances of choral masterworks that express the best of the human spirit.

BRINGING THE JOY

For fifty years The Oratorio Society of Virginia has brought the joy of music to audiences in central Virginia. The Oratorio Society performs classical choral music, modern choral compositions and opera for a broad and diverse population of music lovers from many walks of life. With its commitment to excellence, the Oratorio Society is regarded as one of the preeminent community choruses in Virginia.

EXCELLENCE IS OUR GOAL

The commitment and hard work of every Society member results in performances of exceptional quality and musical excellence.

Chorus members are of all ages and from all walks of life. Most have considerable choral singing experience, and some are professional musicians and music teachers. They join voices to share the joy of some of the best-loved choral masterpieces in musical history - becoming a unified body committed to excellence.

We invite you to join our pursuit of excellence for the next chapters of our amazing story!

Hear the Joy!

www.oratoriosociety.org

Our Audience

Yearly Concert Attendance: 3500

Yearly Website Visitation and Social Media Impressions: 20,000

Yearly Advertising and Media Impressions: 20,000

Gender Breakdown: 60% Women, 40% Men

Annual Household Income: \$75,000+ (48%)

Education: 88% Bachelor's or higher; 45% Graduate degrees

Data from TOSVA website and social media analytics, Chorus America studies (www.chorusamerica.org)

Social Media Sites: *Click on icon to visit site*



Facebook



Twitter



Instagram



Vimeo: Bravi Films



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Audience Insights

A Loyal Following...

Performers, followers and fans of choral singing are a close-knit group with **strong brand loyalty** and **fidelity to enduring traditions**. A 2016 study by Chorus America yielded the following insights:

- They value and are motivated by personal interactions. Fans of choral music value the interpersonal aspects of performing music and attending concerts. ***They are very likely to follow brand and service recommendations of friends and colleagues.***
- They value traditional, trusted choral masterpieces, concerts and venues for their ritual elements. ***A strong emotional connection influences both their personal and social ethics and their brand/service choices.*** They will renew these ritual emotional connections repeatedly.
- They are intellectually curious: choral music fans are more than twice as likely as the general population to be aware of current events, and 71% read a daily newspaper. ***They read frequently and value data and an informational approach to consumer decisions.***
- They are broad consumers of culture, and ***they take notice of companies that support artistic and philanthropic causes.***
- They are religious (73%) and 76% are involved with one or more charities as a volunteer or donor. ***They value strong business ethics.***

Performances

2019-2020 Season

Christmas at the Paramount

Saturday, December 21, 2019 at 2:30pm & 7:30pm

Vaughan Williams *Fantasia on Christmas Carols*,

Finzi *In Terra Pax* and seasonal selections

with orchestra and guest soloists

and appearances by two local school choruses

The Paramount Theater • Charlottesville

Together in Song: A Community Sing-In

Saturday, March 14, 2020

Featuring music by Bach, Mendelssohn and Clara Schumann

Choral workshop in the morning with afternoon performance

First Presbyterian Church • Charlottesville

MaySong Concert

Friday, May 22, 2020

Celebrating the 250th Anniversary of Beethoven's birth

Old Cabell Hall • UVA



Our People

The Oratorio Society of Virginia is 100 singers, Board members and staff all committed to musical excellence and to sharing the joy of great choral music.



Michael Slon
Music Director

Michael Slon has served as Music Director of the Oratorio Society of Virginia since 2011. In that time, he has created a series of new artistic partnerships with the chorus, including an acclaimed 2014 semi-staged production of Bernstein's *Candide* with Ash Lawn Opera, performances with regional orchestras and youth choruses, and a Community Sing-In to benefit local charities.

He is also Associate Professor and Director of Choral Music at the University of Virginia, where he conducts the University Singers, UVa Chamber Singers and also guest conducts the Charlottesville Symphony.

Also a pianist, composer/arranger, and writer, Mr. Slon holds degrees from the Indiana University School of Music and Cornell University, where he became a member of Phi Beta Kappa. His first book, *Songs from the Hill*, was published in 1998, and he is currently working on a Leonard Bernstein project studying *Kaddish*, *Chichester Psalms*, and *Mass*.

Commissioned Works

For its 50th Anniversary celebration in 2018, The Oratorio Society of Virginia commissioned a special work, *The World Called*, composed by Virginia resident **Adolphus Hailstork** (below), and featuring the poetry of UVA English Professor and former U.S. Poet Laureate **Rita Dove**.



“ *The Oratorio Society sounds brilliant, and Slon’s direction is delightful and inspiring!* ”

Christmas at the Paramount, 2014

In the Community

The Oratorio Society's mission is to spread the joy of great choral music through public performances, and also to educate and inspire the next generation of members.

Every year, TOSVA sings at the **Charlottesville Municipal Band's** Holiday Concert, and invites local school choral groups to perform at its Christmas at the Paramount concerts. Recent collaborations have also included the **Zion Union Baptist Church** choir, **Charlottesville Opera** and the **UVA University Singers**.



With the Zion Union Baptist Church Choir, October 2019

Burley Middle School *Bearettes*
Christmas at the Paramount 2016

“What a wonderful treat for our community to have such a grand collaboration between Charlottesville Opera and the Oratorio Society!”

Bernstein's Candide, 2014



Sponsorship Benefits

Sponsorship is an effective way to engage customers through channels that generate goodwill in the community. While corporate patronage of the arts is by itself a worthy goal of any sponsorship, we are committed to producing tangible positive business results for our sponsors, and will work with your company to design a pathway for success.

There are many benefits of a partnership with The Oratorio Society of Virginia. Here are a few salient ones:

- **We offer a well-defined, valuable audience:** Through a TOSVA sponsorship, your brand identity will circulate in a profitable venue. Our audience is older, well-educated and they have high incomes. They value history, reputation and exalted corporate values.
- **An influential audience:** Both our membership and concert audiences hold esteemed positions in society away from music: university professors and administrators, lawyers, teachers, doctors and nurses, church leaders and politicians. They suggest brands and services to others, and readily accept the recommendations of their peers.
- **Community Goodwill:** Studies have repeatedly shown that companies who support their communities are rewarded. Supporting the arts is not just the right thing to do, but it's also good for business.
- **Hospitality Services Opportunity:** Cultural Tourism is a growing trend, and we are working with VisitCharlottesville to brand our concerts as destination events. We seek lodging, restaurant and other tourism businesses (wineries, breweries, museums) to pursue this with us.

Sponsorship Assets

The Oratorio Society of Virginia offers many unique ways to elevate your company's brand identity. You can effectively activate your financial contribution and reach your customers through these channels. It's not an exhaustive list - feel free to suggest your own methods.

- Four scheduled concerts per year - December (2), March and May
- 40,000 impressions generated through website, social media and media mentions
- Program ad space for all three concerts
- Advertisements with C-VILLE Magazine and WVTF radio (run-through opportunity)
- Logo placements on promotional items
- Speaking and performance opportunities
- Weekend concert lodging and dining "cultural tourism" package deals
- Logo backdrop photo booths at concerts
- Youth scholarship sponsor opportunities
- Pre- and Post concert hospitality
- Pre-concert lectures

“GLORIOUS! Kudos all the way. Best thing I've seen this year!”

La Traviata, 2016





Sponsorship Plans

There are two paths to partnership with The Oratorio Society of Virginia:

Option 1: Design your own custom sponsorship by choosing from our menu of assets. Or, come up with your own activation ideas, and we'll assign a price to the sponsorship plan

Option 2: Choose from our sponsorship engagement levels below:

\$15,000 Season Sponsor (1 available)

Season Sponsor receives:

- Premium placement of a Full-Page color or black and white ad plus special acknowledgement in all concert playbills for the entire season.
- Business logo on printed materials for all concerts, including advertising, posters, and playbills.
- Special acknowledgement and logo with link to your website at www.oratoriosociety.org
- Executive introduction and a chance to welcome audience at the concert of your choice.
- 12 Complimentary Tickets per concert

\$10,000 Concert Sponsor (3 available)

Concert Sponsors receive:

- Premium placement of a Full-Page color or black and white ad in all concert playbills for the entire season, plus special acknowledgement of sponsored concert.
- Business logo on printed materials of sponsored concert, including advertising, posters, and playbills.
- Special acknowledgement and logo with link to your website at www.oratoriosociety.org
- Executive introduction and chance to welcome audience at sponsored concert.
- Up to 12 Complimentary Tickets per concert.

\$5,000 Joyful Music Sponsor (3 available)

Joyful Music Sponsors receive:

- Premium placement of a Full-Page black and white ad plus special acknowledgement in sponsored concert playbill.
- Special acknowledgement and logo with link to your website at www.oratoriosociety.org
- Up to 8 complimentary tickets.